



Peter Larkin, chief executive of Health and Sport Technologies Ltd, with Ann Bruen, head of sales and marketing. Picture: Barry Cronin

## Health analysis sees sports tech firm racing ahead

Health and Sport Technologies Ltd  
Based: Dundalk  
Set-up: 2010

Inconsistency is a thorn in the side of sports coaches, players and supporters

alike. How can a player shine on one particular weekend, but flop frustratingly on the following one? A sports tech firm in Dundalk can come up with a definitive answer using technology and analytical expertise.

Health and Sport Technologies Ltd was established by Peter Larkin in 2010 after he noticed the old-style sports diaries had become dated in the modern era of multi-million euro sports industries.

Larkin had worked in the sports business for years and, after taking a course in psy-

chology, planned to design a programme which would monitor training, performance and injuries, but also look at key indicators such as sleep, diet, mood and nutrition.

In 2012, his business model moved up a few gears when he was joined by Ann Bruen, who had worked in predictive analysis for 20 years.

The teams, clubs and sports people who sign up to the company's Mefit Software will have their data collected, collated and analysed to provide them with timely and,

efficient information so they can make proactive decisions and improve performance.

"Over the past 12 months things have really taken off for us. Last year, for example, we were taken on by Enterprise Ireland as a High Potential Start-Up, which was fantastic for us to move to the next level," said Larkin.

The platform developed by Health and Sport Technologies, which currently employs five staff, allows athletes to enter data onto the web via their smart phones - data ranging from their mood to

their night's sleep.

The information can be sent to the management team, so they have a full picture of their athlete's health at any time.

Clients include Crystal Palace FC, Olympic gold medal winner Katie Taylor, the Dublin GAA sides, Swim Ireland, the University of Tennessee and the Welsh and Scottish FAs.

"The sales cycle is slow, and you could be meeting a client for six months before they decide they want a customised platform. Starting the business when I did was probably a bit of a risk, but the product is fantastic and I knew it would be popular," said Larkin.

"The plan now is to build on what we have and increase that client-base."

Next week, we focus on the West and South-West regions